

What is claimed is:

1. A method for mapping locations of wireless transmitters having associated transmitter representative data and positioned for detecting the presence of participants in market research, comprising:

providing a portable device storing data representing locations within a research area relevant to the market research;

inputting transmitter location data in the portable device representing selected locations of the wireless transmitters relative to the research area; and

associating data representing each wireless transmitter with respective transmitter location data in the portable device.

2. The method of claim 1, wherein the research area comprises an interior of a commercial establishment.

3. A system for mapping locations of wireless transmitters having transmitter representative data and positioned for detecting the presence of participants in market research, comprising:

a portable device storing location data representing locations within a research area relevant to the market research; and

a processor within the portable device operative to associate the location data with data representing respective wireless transmitters positioned at the locations.

4. The system of claim 3, comprising an interactive display coupled with the processor, the processor being operative to control the interactive display to display a layout map representing the research area, the system further comprising a user interface coupled with the processor to input transmitter

data representing a wireless transmitter, the processor being operative to control the interactive display to display transmitter-representative data representing the wireless display on the layout map, the interactive display being operative to receive data representing repositioning of the transmitter-representative data on the layout map by a user and providing the location data, the interactive display being operative to supply the location data to the processor.

5. A method for mapping locations of wireless transmitters used in market research, comprising:

providing a layout map including location data representing a plurality of locations within a market research area;

providing transmitter data representing respective ones of the wireless transmitters; and

associating the transmitter data with the location data.

6. The method of claim 5, wherein providing transmitter data comprises receiving the transmitter data in a portable device.

7. The method of claim 6, wherein receiving the transmitter data comprises receiving the transmitter data in a wireless transmission from the wireless transmitters.

8. The method of claim 6, wherein receiving the transmitter data comprises scanning indicia on the wireless transmitters.

9. The method of claim 6, wherein receiving the transmitter data comprises communicating the transmitter data to the portable device from a database storing the transmitter data.

10. The method of claim 6, further comprising receiving the layout map including the database in the portable device.

11. The method of claim 10, wherein associating the transmitter data with the location data comprises, in the portable device, associating the transmitter data with the location data included in the layout map to produce associated data.

12. The method of claim 11, wherein producing the associated data comprises producing an interactive display of the layout map by means of the portable device, producing transmitter-representative data on the display representing a respective one of the wireless transmitters, positioning the transmitter-representative data at a location on the display corresponding to a location of the wireless transmitter within the market research area and to predetermined location data included in the layout map and associating the predetermined location data with the transmitter-representative data to produce the associated data.